

RJ Reynolds
Sales ~~RJR~~ Tobacco Company

RJ *in*

1221 _____ 1222 _____
1222 _____ 1223 _____
1223 _____ 1228 24, 25, 26, 27
1224 _____ 1229 _____
1225 _____ RDM _____
1226 _____ PC SC
1229 _____ MC PA
1240 _____ _____
1244 _____ RSM RBM

June 4, 1996

STEFAN MAJER
Account Manager
Philadelphia Accounts
4601 West Chester Pike
Newtown Square, PA 19073
610-353-8666
610-359-1576 (FAX)

TO: J. F. Klein C. A. DiBenedetto L. Waechter
J. Rago K. Brandt M. Moss
J. Kavanagh
ALL Retail Reps. in Divisions 1226, 1326, 1330, 1332, 1334, 1738
With *Acme Markets* - *CID No. 0320-00-00*
ROUs: Please distribute to Managers and Reps.

SUBJECT: *Acme Markets - Merchandising Program*

Ladies and Gentlemen:

As a follow-up to previous correspondence regarding Acme Markets' Merchandising Program, attached please Acme locations that have been authorized to have our Full Price PCD placed as part of our overall merchandising program. Also attached are letters of authorization from Acme Vice Presidents Howard Hendrickson, Terry Deisley and Judy Spriers.

Locations with counters will have contracts entered into SIS as follows:

Type: CT Outlet	Plan: NSL2A	Monthly Payment:	\$179.
Type: CT OUTLT EH	Plan: MC	Monthly Payment:	\$ 71.

Contracts will be mass updated effective June 1, 1996 by the Division 1340.

Authorized RJR presence should be:

- Top two shelves on carton rack.
- Top shelves on pack rack
- RJR signage
- RJR counter Display.
- Counter displays should be utilized for full price brands and promotions.

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"We work for smokers."

- Please note: For those Acme Markets without Service Centers, or for those who refuse to place the display, please contact me (VM Extension: 71394) and I will handle.

As information, we have approximately 100 120-pack wire racks available in the Philadelphia Chain Warehouse. If displays are needed, please fill out attached form and we will forward to your home or to your storage shed. No displays will be sent directly to the store.

Counter displays should be placed during normal store coverage in June and completed during the month of July.

If you have any questions, please give me a call.

Sincerely,



Stefan Majer

SM:ds✓

Attachments

cc: M. Young w/att.
J. Lofin w/att.
P. Schmidt w/att.

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Request for PCD for Acme Markets

Please ship _____ 120-pack wire racks to the address indicated below for use with the following Acme Stores:

Ship To:

Please Print

Name

Street Address

2nd Line Address

City, State, Zip

For Use with Acme Stores

Acme Store Nos:

RJR Manager/Rep (Please Print)

Signature/Date

FAX Completed Form To:

610-359-1576, Attn: Dorothy E. Sweet

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ACME MARKETS PARTICIPATING in FULL PRICE COUNTER DISPLAY PROGRAM						
RR TERR	Store No.	Acct. No.	ADDR1	CITY	ST	ZIP
122624	7041	402845	1319 MAGIE AVE	UNION	NJ	7083
122624	7070	274265	2 GARFIELD AVE	JERSEY CITY	NJ	7305
122625	7206	402712	ROUTE 22 ECHO PLACE	SPRINGFIELD	NJ	7081
122625	7211	399468	980 RT. 46 WEST	CLIFTON	NJ	7013
122626	7038	399444	WANAQUE AVE	POMPTON LAKES	NJ	7442
122626	7210	402684	49 CLAREMONT AVE	MONTCLAIR	NJ	7042
122627	7055	273006	410 BROAD AVE	LEONIA	NJ	7605
122627	7153	399408	188 CEDAR LN	TEANECK	NJ	7666
122627	7168	272975	PLAZA CTR	SECAUCUS	NJ	7094
122627	7205	272972	580 PATERSON AVE	EAST RUTHERFORD	NJ	7073
122627	7243	770894	4 MEMORIAL DR	LODI	NJ	7644
132222	6723	774642	2501 BELAIR ROAD	FALLSTON	MD	21047
132620	6845	410550	MT HERMON CIVIC	SALISBURY	MD	21801
132621	6711	774452	1000 PULASKI HWY	HAVRE DE GRACE	MD	21078
132622	1213	278936	2030 NAAMANS RD	WILMINGTON	DE	19810
132622	1270	278713	583 NAAMANS RD	CLAYMONT	DE	19703
132622	1507	277203	KERDON & MACDADE	HOLMES	PA	19043
132622	1579	779752	MACDADE & FAIRVIEW ROADS	WOODLYN	PA	19094
132622	1770	277206	100 MACDADE BLVD	HOLMESDEN	PA	19043
132622	1776	277221	GRANITE RUN MALL	MEDIA	PA	19063
132622	1803	021686	PENNELL ROAD	ASTON	PA	19014
132624	1645	277176	63 N UNION AVE	LANSLOWNE	PA	19050
132624	1721	277181	1130 CHESTER PIKE	SHARON HILL	PA	19079
132624	1772	277178	125 CHESTER AVE	YEADON	PA	19050
132624	1796	691991	5300 BALTIMORE PIKE	CLIFTON HEIGHTS	PA	19018
132625	1217	318864	146 FOX HUNT DR	BEAR	DE	19701
132625	1271	278794	1 UNIVERSITY PLZ	NEWARK	DE	19702
132625	6212	278804	115 E GLENWOOD AVE	SMYRNA	DE	19977
132626	6740	412007	TRED AVON SQ SC	EASTON	MD	21601
132626	6849	412088	KENT PLAZA S/C	CHESTERTOWN	MD	21620
132626	6860	412074	KENT ISL S/C	STEVENSVILLE	MD	21666
132627	6203	279142	696 N DUPONT BLVD	MILFORD	DE	19963
132627	6213	301503	DOVER DOWNS S/C	DOVER	DE	19901
132628	1205	278745	1401 N DUPONT ST	WILMINGTON	DE	19806
132628	1228	383469	LANTANA DRIVE	HOCKESSIN	DE	19707
132628	1272	278765	1308 CENTERVILLE RD	WILMINGTON	DE	19808
132628	1274	278924	CONCORD & MURPHY	WILMINGTON	DE	19803
132629	1206	278783	950 ELKTON RD	NEWARK	DE	19711

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ACME MARKETS PARTICIPATING in FULL PRICE COUNTER DISPLAY PROGRAM						
RR TERR	Store No.	Acct. No.	ADDR1	CITY	ST	ZIP
132629	1765	278591	10 BALTIMORE PIKE	OXFORD	PA	19363
132629	6733	411852	RT 40 & RT 272	NORTH EAST	MD	21901
132629	6762	411883	101 BIG ELK MALL	ELKTON	MD	21921
133020	7164	400472	NELSON ST	NEWTON	NJ	7860
133020	7200	400460	RT 181	SPARTA	NJ	7871
133020	7241	402760	ROUTE 10	SUCCASUNNA	NJ	7876
133020	7244	770899	TOWNSQUARE MALL	ROCKAWAY	NJ	7866
133021	7235	280394	825 BELMAR PLZ	BELMAR	NJ	7719
133021	7236	280407	TAYLOR & MAIN	MANASQUAN	NJ	8736
133022	1166	402523	ROUTE 202 31	FLEMINGTON	NJ	8822
133022	7159	402498	ROUTE 57	WASHINGTON	NJ	7882
133023	7049	279989	576 RIVER RD	FAIR HAVEN	NJ	7704
133023	7140	232891	245 NORWOOD	OAKHURST	NJ	7755
133023	7221	279998	NEWMAN SPRINGS ROAD	LINCROFT	NJ	7738
133023	7240	279991	1080 BROAD ST	SHREWSBURY	NJ	7702
133024	7078	402916	PORT READING AVENUE	PORT READING	NJ	7064
133024	7134	771605	1620 PARK AVE	SOUTH PLAINFIEL	NJ	7080
133025	7124	402766	SPEEDWELL AVENUE	MORRIS PLAINS	NJ	7950
133025	7231	402743	1252 SPRINGFIELD AVE	NEW PROVIDENCE	NJ	7974
133026	1036	279942	RT 33 & PAXSON ROAD	MERCERVILLE	NJ	8619
133026	1148	279518	PRINCETON/HIGHTSTOWN	PRINCETON JCT	NJ	8550
133026	1158	279475	WHITEHORST & KUSER	TRENTON	NJ	8619
133026	1169	402549	S. UNION STREET	LAMBERTVILLE	NJ	8530
133026	1178	606339	RR 1	TRENTON	NJ	8648
133028	7035	402818	U.S. HWY. NO.22 EAST	N PLAINFIELD	NJ	7060
133028	7037	402777	ROUTE 28	MIDDLESEX	NJ	8846
133029	7239	279953	300 GORDONS CORNER R	MANALAPAN	NJ	7726
133220	1520	778273	2948 ISLAND RD.	PHILADELPHIA	PA	19142
133220	1633	403858	7720 CITY AVE	PHILADELPHIA	PA	19151
133220	1786	277237	NEWTOWN SQUARE S/C	NEWTOWN SQUARE	PA	19073
133220	1789	277159	STATE RD & LANSLOWNE	UPPER DARBY	PA	19082
133220	1799	592539	ROUTE 320	BROOMALL	PA	19008
133221	1816	183614	600 LEHIGH VALLEY MA	WHITEHALL	PA	18052
133221	1851	183636	1720 S 4TH ST	ALLENTOWN	PA	18103
133221	1860	285513	TILGHMAN & HAUFMAN	ALLENTOWN	PA	18104
133222	1512	276906	200 N SYCAMORE ST	NEWTOWN	PA	18940
133222	1654	692304	550 W TRENTON AVE	MORRISVILLE	PA	19067
133222	1777	276933	5800 NEW FALLS ROAD	LEVITTOWN	PA	19057

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ACME MARKETS PARTICIPATING in FULL PRICE COUNTER DISPLAY PROGRAM

RR TERR	Store No.	Acct. No.	ADDR1	CITY	ST	ZIP
133223	1607	778437	8200 ROOSEVELT BLVD	PHILADELPHIA	PA	19152
133223	1704	778449	6601 ROOSEVELT BLVD	PHILADELPHIA	PA	19149
133223	1718	778462	900 ORTHODOX ST	PHILADELPHIA	PA	19124
133223	1787	403019	6648 OXFORD AVE	PHILADELPHIA	PA	19111
133224	1647	778386	501 ADAMS AVE	PHILADELPHIA	PA	19120
133224	1785	277020	1575 THE FAIRWAY	RYDAL	PA	19046
133225	1642	402945	3292 RED LION RD	PHILADELPHIA	PA	19114
133225	1643	276918	725 BUSTLETON PIKE	FEASTERVILLE TR	PA	19053
133225	1720	276954	2321 PASQUALONE BLVD	CORNWELLS HTS	PA	19020
133225	1736	606322	400 2ND STREET PIKE	SOUTHAMPTON	PA	18966
133225	1775	402957	9910 ROOSEVELT BLVD	PHILADELPHIA	PA	19115
133225	1779	276966	100 WOODHAVEN MALL	BENSALEM	PA	19020
133227	1532	403065	8600 RIDGE AVE	PHILADELPHIA	PA	19128
133227	1613	277151	829 MONTGOMERY AVE	NARBERTH	PA	19072
133227	1662	403077	5927 RIDGE AVE	PHILADELPHIA	PA	19128
133227	1712	779785	25 E CITY AVE	BALA CYNWYD	PA	19004
133227	1724	277049	2700 DEKALB PIKE	NORRISTOWN	PA	19401
133227	1732	277137	317 E LANCASTER AVE	WAYNE	PA	19087
133227	1733	277144	60 PENN AVE	BRYN MAWR	PA	19010
133227	1753	779894	700 LANCASTER AVE	DEVON	PA	19333
133227	1756	277130	320 W DEKALB PIKE	KNG OF PRUSSA	PA	19406
133227	1766	277135	1222 E LANCASTER AVE	BRYN MAWR	PA	19010
133228	1522	277004	1745 S EASTON RD	DOYLESTOWN	PA	18901
133228	1622	276986	1825 LIMEKILN PIKE	DRESHER	PA	19025
133228	1624	276983	1640 BETHLEHEM PIKE	FLOURTOWN	PA	19031
133228	1710	779095	272 E BUTLER AVE	AMBLER	PA	19002
133228	1774	276998	BLAIR MILL & MORELAND	HORSHAM	PA	19044
133228	1784	277095	EASTON RD & OLD DUBL	DOYLESTOWN	PA	18901
133229	1655	277074	ROUTES 29 & 422	COLLEGEVILLE	PA	19426
133229	1821	277065	STARR & NUTT ROADS	PHOENIXVILLE	PA	19460
133230	1508	276979	1200 WELSH RD	NORTH WALES	PA	19454
133230	1800	277328	HILLTOWN PLAZA	SOUDERTON	PA	18964
133230	1824	277092	ROUTE 309	QUAKERTOWN	PA	18951
133420	7230	280409	1501 RICHMOND AVE	POINT PLEASANT	NJ	8742
133421	1117	692294	29 CORNWELL DR	BRIDGETON	NJ	8302
133421	1131	660512	1 SOMERS POINT S/C	SOMERS POINT	NJ	8244
133421	1135	561567	2087 SHORE ROAD	SOUTH SEAVILLE	NJ	8246
133421	1139	280883	1 CORNWELL DR	BRIDGETON	NJ	8302
133421	1140	280876	1239 N HIGH ST	MILLVILLE	NJ	8332
133421	1145	280838	620 LAFAYETTE ST	CAPE MAY	NJ	8204
133421	1146	280824	3428 SIMPSON AVE	OCEAN CITY	NJ	8226
133421	1155	280840	3845 BAYSHORE RD	NORTH CAPE MAY	NJ	8204

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ACME MARKETS PARTICIPATING in FULL PRICE COUNTER DISPLAY PROGRAM

RR TERR	Store No.	Acct. No.	ADDR1	CITY	ST	ZIP
133422	1112	280445	9600 LONG BEACH BLVD	BEACH HAVEN	NJ	8008
133423	1032	281413	COLLEGETOWN SHOPPING	GLASSBORO	NJ	8028
133423	1122	281405	241 N. BROADWAY	PENNSVILLE	NJ	8070
133423	1123	281385	222 BRIDGETON PIKE	MANTUA	NJ	8051
133423	1170	281389	631 MANTUA AVE	WOODBURY	NJ	8096
133423	1194	692301	415 EGG HARBOR RD	SEWELL	NJ	8080
133424	1083	663700	RT 130 S	BORDENTOWN	NJ	8505
133424	1108	780117	WRIGHTSTOWN SYKESVIL	WRIGHTSTOWN	NJ	8562
133424	1113	279455	364 N. ROUTE 130	BURLINGTON	NJ	8016
133424	1114	780116	PEMBERTON ROAD	BROWNS MILLS	NJ	8015
133424	1126	279443	N ROUTE 130	WILLINGBORO	NJ	8046
133424	1147	279941	1 SUNNYBRAE BLVD	YARDVILLE	NJ	8620
133424	1182	692297	ROUTE 541	MOUNT HOLLY	NJ	8060
133425	1045	281863	WALNUT & ELLIS	HADDONFIELD	NJ	8033
133425	1058	281877	119 CHESTER AVE	MOORESTOWN	NJ	8057
133425	1066	281872	RT. 70 & JENNINGS	MEDFORD	NJ	8055
133425	1161	281898	ROUTE #130 &	CINNAMINSON	NJ	8077
133425	1162	854684	EAGLE PLAZA	VOORHEES	NJ	8043
133426	1001	280855	94 WHITE HORSE PIKE	HAMMONTON	NJ	8037
133426	1105	280850	111 NEW YORK AVE	EGG HARBOR CITY	NJ	8215
133426	1152	246871	4454 BLACK HORSE PIK	MAYS LANDING	NJ	8330
133426	1159	280452	203 ROUTE 9	TUCKERTON	NJ	8087
133427	1526	778448	1400 E PASSYUNK AVE	PHILADELPHIA	PA	19147
133427	1542	403204	THIRD & OREGON	PHILADELPHIA	PA	19148
133428	1102	281347	46 FLORENCE RD	BERLIN	NJ	8009
133428	1154	333385	RTS. 42 & 555	TURNERSVILLE	NJ	8012
133428	1198	692302	501 W EVESHAM RD	RUNNEMEDE	NJ	8078
133429	1609	403151	3399 ARAMINGO AVE	PHILADELPHIA	PA	19134
133430	1010	281884	37 W MAIN ST	MAPLE SHADE	NJ	8052
133430	1031	606388	RT. 168 & NICHOLSON	AUDUBON	NJ	8106
133430	1063	780821	KINGS HIGHWAY & S LE	MAPLE SHADE	NJ	8052
133430	1106	281934	455 S BROADWAY	GLOUCESTER CITY	NJ	8030
133430	1144	281843	400 KING HIGHWAY	HADDON HEIGHTS	NJ	8035
133430	1150	281911	4675 RIVER ROAD	PENNSAUKEN	NJ	8110
133430	1174	281859	400 W CUTHBERT BLVD	WESTMONT	NJ	8108
173822	1644	277141	550 LANCASTER AVE	BERWYN	PA	19312
173822	1660	278646	345 W 1ST AVE	PARKESBURG	PA	19365
173822	1676	277256	1 NEW GARDEN S/C	KENNET SQ	PA	19348
173822	1760	281024	926 E STREET RD	WESTTOWN	PA	19395
173822	1767	585815	RT 30 & BONDSVILLE	DOWNINGTOWN	PA	19335
173822	1782	277242	903 PAOLI PIKE	WEST CHESTER	PA	19380
173822	1844	278691	220 E SWEDES FORD RD	EXTON	PA	19341

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ACME MARKETS PARTICIPATING in FULL PRICE COUNTER DISPLAY PROGRAM						
RR TERR	Store No.	Acct. No.	ADDR1	CITY	ST	ZIP
173822	1870	277142	182 LANCASTER AVENUE	PAOLI	PA	19301
173827	1829	182976	3215 5TH ST HWY N	LAURELDALE	PA	19605
173827	1852	183072	45 CONSTITUTION BLVD	KUTZTOWN	PA	19530
173827	1854	182994	600 GREENWICH ST	READING	PA	19601

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